3

09/421,363
YO999349

REMARKS

Entry of this Amendment is proper because it serves to narrow the issues on appeal and does not require further search by the Examiner.

Claims 1-32 are all the claims presently pending in the application. Claims 1, 16, 17, 25 and 28 have been amended to more particularly point out the claimed invention. Attached hereto is a marked-up version of the changes made to the specification and claims by the current Amendment.

It is noted that the claim amendments are made only for more particularly pointing out the invention, and not for distinguishing the invention over the prior art, narrowing the claims or for any statutory requirements of patentability. Further, Applicant specifically states that no amendment to any claim herein should be construed as a disclaimer of any interest in or right to an equivalent of any element or feature of the amended claim.

Applicant gratefully acknowledges the Examiner's indication that claim 26 is allowed. Applicant respectfully submits that allow of the remaining claims are allowable.

Claims 1-25 and 27-28 stand rejected on prior art grounds. Specifically, claims 1, 12, 15-18, and 27-32 stand rejected under 35 U.S.C. § 102(e) as being anticipated by Hanson (U.S. Patent No. 6,016,336). Claims 2-9 and 21-23 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over Hanson in view of Polcyn, et al. (U.S. Patent No. 6,061,433). Claims 10 and 11 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over Hanson in view of Wu (U.S. Patent No. 6,173,042).

Further, claims 13 and 14 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over Hanson in view of Csaszar, et al. (U.S. Patent No. 5,970,124). Claim 19 stands rejected under 35 U.S.C. § 103(a) as being unpatentable over Hanson in view of Wolf (U.S. Patent No. 5,737,393). Claim 20 stands rejected under 35 U.S.C. § 103(a) as being unpatentable over Hanson in view of Juster (U.S. Patent No. 5,724,406). Claims 24 and 25 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over Hanson in view of Wu.

These rejections are respectfully traversed in view of the following discussion.

4

09/421,363
YO999349

I. THE CLAIMED INVENTION

Applicant's invention, as disclosed and claimed (e.g., see independent claims 1 and 16), is directed to a method (and system) for personalizing an interactive voice response (IVR) system to reduce a number of key sequences to reach a desired source of information. The claimed method includes storing a caller profile, and retrieving the caller profile to construct a personalized IVR dialogue menu and play out the personalized menu. Importantly, the personalized IVR dialogue menu is at least one of based on a caller access pattern and configurable by the caller.

That is, in a first, non-limiting embodiment of the present invention, once a caller is identified by the IVR system, the caller is presented with a personalized voice menu so that the caller can go to the desired destination via shortcuts provided by the IVR system. The personalized voice menu may be specified by the caller for example, via the touch-tone telephone or via a browser and the World Wide Web (WWW). After receiving callers' specifications, a list of shortcuts to the desired destinations are provided in the personalized dialogue menu.

In another non-limiting embodiment of the present invention, the IVR system may also track the caller's access patterns. For example, a set of personalized menus may be presented to a caller based on the caller's past access patterns.

Conventional IVR methods/systems do not construct a personalized IVR dialogue menu which is based on a caller access pattern or configurable by the caller. Such conventional methods/systems, therefore, lack flexibility and sophistication.

The claimed invention, on the other hand, constructs a personalized IVR dialogue menu which may be based on a caller access pattern and/or configurable by the caller. Therefore, the claimed invention is much more sophisticated and flexible than conventional methods/systems.

II. THE PRIOR ART REFERENCES

A. The Hanson Reference

The Examiner alleges that Hanson teaches the claimed invention. Applicant submits,

5

09/421,363
YO999349

however, that there are elements of the claimed invention that are not taught or suggested by Hanson.

Hanson discloses an interactive voice response system with call trainable routing. Specifically, Hanson discloses using only the "most recent menu" selection made by the caller and playing it back to the user.

However, contrary to the Examiner's assertions, Hanson does not disclose wherein said personalized IVR dialogue menu is at least one of based on a caller access pattern and configurable by said caller" as recited in claims 1, 16 and 28. As noted above, conventional IVR methods/systems do not construct a personalized IVR dialogue menu which is based on a caller access pattern or configurable by the caller. Such conventional methods/systems, therefore, lack flexibiilty and sophistication.

The claimed invention, on the other hand, constructs a personalized IVR dialogue menu which is based on a caller access patter and/or configurable by the caller (Application at page 6, line 21-page 7, line 3; page 9, lines 8-18; page 11, line 17-page 12, line 5). Therefore, the claimed invention is much more sophisticated and flexible than conventional methods/systems.

For example, as shown in Figure 2, the inventive IVR system may include a phone interface module 230. The Application states that "[t]he configuration of a personalized menu can be performed by a user through the PSTN via this telephone interface module 230" (Application at page 8, lines 3-7).

Also as shown in Figure 2, the inventive system may also include a dialogue logging and analysis module 232 which records information which can be used to analyze each user's access patterns. The analyzed access patterns can then be used to provide shortcuts for personalized access to the frequently accessed information for the phone users (Application at page 9, lines 8-18).

Clearly, these novel features are not taught or suggested by Hanson. Indeed, the Examiner alleges that Hanson discloses a "personalized" IVR system because it provides the option of the most recent selection made by the caller.

6

09/421,363
YO999349

However, the Hanson system is very limited. It does not allow a caller to personally set up his/her own menu. It also does not teach the concept of constructing a flexible and sophisticated personalized menu by the system based on other profile information, including access patterns.

Specifically, the Examiner relies on the passage at col. 4, lines 9-17 to support his allegation that Hanson discloses the inventive method and system. However, referring to Figure 3, this passage merely states that "[i]f the caller's ID is stored in the caller ID database 20, the service controller 21 can determine the most recent menu selection made by the caller. The menu selection can then be presented to the caller, in the form of an audio message" (Hanson at col. 4, lines 11-14). This is similarly described with respect to Figure 5, for example, at col. 5, lines 32-42).

Thus, unlike the sophisticated and flexible system/method of the claimed invention, Hanson merely teaches a system which <u>always automatically presents the caller with a truncated menu manuscript based on the caller's most recent menu selection</u>. Thus, unlike the claimed invention in which the caller can configure his <u>personalized IVR dialogue menu to suit his wants and needs. in Hanson, the menu is always automatically configured by the system (e.g., based on a most recent menu selection) without any input from the caller</u>.

Further, in Hanson, the caller is always presented with a menu which is based upon a most recent menu selection. This is completely unrelated to the claimed invention in which the <u>personalized IVR dialogue menu may be based upon a caller access pattern</u>. Clearly, the "most recent menu selection" in Hanson cannot be confused with a "caller access pattern" as in the claimed invention.

In summary, Hanson may disclose constructing a menu based on the most recent menu selection made by the caller, but this is not the general concept of constructing a personalized menu as defined in Applicant's disclosure. It does not allow the user to define a personalized menu himself/herself. It does not teach the concept of constructing a personalized menu based on other user profile information. For example, in the claimed invention, a personalized dialogue

7

09/421,363
YO999349

menu, can be defined by the user or be constructed automatically by the system based on the caller profile information. Hanson clearly does not teach such concepts.

Further, although the inserted message in Hanson presents an "option" to a user, this is not used for the purpose of navigating the IVR system. It is used to determine if the user's usage history should be updated. In the claimed invention, on the other hand, the personalized sub-menu may be used to provide a hierarchical tree menu allowing the caller to choose user-defined shortcuts or system-defined shortcuts during navigation. Hence, the options are different in function and purpose.

Applicant notes that what is retrieved is different between the Hanson system and the claimed system. For example, Hanson retrieves the most recent menu selection made by the caller while the claimed invention may retrieve a user-defined or system-analyzed menu.

Applicant further notes that what is stored and what is retrieved are different between Hanson and the claimed invention. Hanson stores the most recent selection made by the user and retrieves it to be played back to the caller. The claimed invention, on the other hand, allows a much more sophisticated personalized menu, which can be defined by the user or constructed by the system.

Applicant respectfully notes the Examiner's perception of "personalized" menu may be different from that disclosed in the Application. The Examiner presumably equates storing the last selection made by a caller with a "personalized" menu which is the same as the personalized menu disclosed in the Application. Applicant respectfully submits that if the menu in Hanson is "personalized", it is certainly a narrowly-defined personalization. In contrast, the personalized menu in the claimed invention is much more broadly defined. For instance, it can be constructed by the user or by the system based on many different user profile information.

Therefore, Applicant submits that Hanson does not teach or suggest each and every element of the claimed invention. Therefore, the Examiner is respectfully requested to withdraw this rejection.

8

09/421,363
YO999349

B.   The Polcyn Reference

The Examiner alleges that Hanson would have been combined with Polcyn to form the claimed invention. Applicant submits, however, that these references would not have been combined as alleged by the Examiner and even if combined, the combination would not teach or suggest each and every element of the claimed invention.

Polcyn discloses a system which transfers incoming calls directly to the applications (e.g., such as savings balance, stock balance and checking balance as disclosed in column 5, line 15 et seq. of Polcyn). The intermediate interactive steps are completely eliminated. This is different from the personalized menu disclosed in the present invention, where some intermediate interactive steps may still be allowed, if the caller decides to do so.

However, these references would not have been combined as alleged by the Examiner. Indeed, these references are directed to different matters. Moreover, the Examiner has failed to provide any motivation for combining the references as alleged by the Examiner.

Hence, given the completely different problems addressed by both Hanson and Polcyn, let alone those to which the present invention aims to solve, and given the fundamentally different solutions offered by Hanson and Polcyn to address these disparate problems, there would have been no motivation to combine Hanson with Polcyn, absent impermissible hindsight, and even assuming that the combination would have been made, the present invention would not have resulted.

Moreover, Polcyn, like Hanson, does not disclose wherein said personalized IVR dialogue menu is at least one of based on a caller access pattern and configurable by said caller" as recited in claims 1, 16 and 28. As noted above, unlike unsophisticated and rigidly constructed conventional IVR methods/systems, the claimed invention constructs a personalized IVR dialogue menu which is based on a caller access patter and/or configurable by the caller (Application at page 6, line 21-page 7, line 3; page 9, lines 8-18; page 11, line 17-page 12, line 5).

For example, as shown in Figure 2, the inventive IVR system may include a phone

9

09/421,363
YO999349

interface module 230. The Application states that "[t]he configuration of a personalized menu
can be performed by a user through the PSTN via this telephone interface module 230"
(Application at page 8, lines 3-7).

Also as shown in Figure 2, the inventive system may also include a dialogue logging and
analysis module 232 which records information which can be used to analyze each user's access
patterns. The analyzed access patterns can then be used to provide shortcuts for personalized
access to the frequently accessed information for the phone users (Application at page 9, lines 8-
18).

Clearly, these novel features are not taught or suggested by Polcyn. For example,
nowhere does Polcyn disclose allowing the caller to configure his own personalized IVR
dialogue menu. Further, the "usage history information" in Polcyn is different from the "access
patterns" of the present invention. That is, in Polcyn, only the applications are used, not the
paths to the applications. In contrast, the access patterns of the present invention can include
both applications and paths to those applications.

Indeed, the system and method of Polcyn is completely different from that of the claimed
invention. For example, Polcyn only allows the caller to go directly to the applications or to
listen to the standard menu. This is far different from the personalized menu disclosed in the
present invention. Further, the purpose of tracking the access pattern in Polcyn is to track the
usage of the final applications, not the paths to those applications. Hence, the options provided
to the caller in Polcyn is limited to either a final application or the standard menu. In addition,
because Polcyn only allows the tracking of applications, not paths to those applications, it would
only use the most recently used application as a menu option. This will be quite different from
the present invention.

In summary, Applicant respectfully disagrees with the examiner's argument that (a)
Hanson discloses an IVR system for playing menu; (b) Polcyn discloses an IVR system for
playing menu; and therefore (c) it would have been obvious to one of ordinary skill in the art at
the time the invention was made to modify the IVR system of Hanson to include tracking an

10

09/421,363
YO999349

access pattern of the caller as taught by Polcyn. This is just too general an argument.

Furthermore, the intermediate steps are completely eliminated in Polcyn, which is different from the claimed invention where intermediate steps may still be allowed, if the caller decides to so construct his/her personalized menu. Hence, Applicant respectfully disagrees with the assertion by the examiner that combining Hanson and Polcyn results in the claimed features of claim 2.

Moreover, there is clearly a problem with combining Hanson with Polcyn as alleged by the Examiner. The so called "personalized" menu (by the Examiner) in Hanson is only the last selection made by the caller. Even if Hanson is combined with Polcyn and the caller is presented with selection options, the system still would not have the option of allowing a caller to navigate the IVR system in a flexible manner defined by himself/herself. Hence, the combination of Hanson and Polcyn absolutely does not teach claim 3.

Further, Applicant notes that the tracking of access patterns and providing a shortcut to a desired location based on caller's access patterns in the invention disclosure are broader and more general than the compiling of a historical record of past usage of applications disclosed in Polcyn. Obviously, Polcyn does not teach the concepts of access paths to those applications. In other words, even assuming (arguendo) that the personalized menu can be specified via a phone by combining Hanson and Polcyn, what is "personalized" as in claim 7 in the Application cannot be taught by the combination of them. Hence, the combination of Hanson and Polcyn does not teach claims 4, 5 and 6.

Again, even assuming (arguendo) that the personalized menu can be specified via a network by combining Hanson and Polcyn, the combination of Hanson and Polcyn would not teach the flexible and general personalized menu as disclosed in the Application, where many alternatives to navigating the IVR system can be defined by the user or the system.

Further, the Examiner presumably equates the "usage history information" in Polcyn with "access patterns" in the claimed invention. However, in the claimed invention, access patterns may include both applications and paths to those applications. Therefore, even if these

11

09/421,363
YO999349

references would have been combined, the combination would not teach or suggest the features
of claims 21 and 22.

Further, with respect to claim 23, Polcyn does not teach using the input sequences logged.
Applicant respectfully disagrees with the Examiner here and respectfully submits that this is an
incorrect interpretation by the Examiner.

Therefore, Applicant submits that these references would not have been combined as
alleged by the Examiner and even if combined, the combination would not teach or suggest each
and every element of the claimed invention. Therefore, the Examiner is respectfully requested to
withdraw this rejection.

C.   The Wu Reference

The Examiner alleges that Hanson would have been combined with Wu to form the
claimed invention. Applicant submits, however, that these references would not have been
combined as alleged by the Examiner and even if combined, the combination would not teach or
suggest each and every element of the claimed invention.

Wu discloses a system for enabling personal computer access to an IVR system. The
system displays the IVR menu on a computer so that a user can interact with the IVR via a
computer (Wu at Abstract).

However, these references would not have been combined as alleged by the Examiner.
Indeed, these references are directed to different matters. Moreover, the Examiner has failed to
provide any motivation for combining the references as alleged by the Examiner.

Moreover, Wu, like Polcyn and Hanson, does not disclose wherein said personalized IVR
dialogue menu is at least one of based on a caller access pattern and configurable by said caller"
as recited in claims 1, 16 and 28. As noted above, unlike unsophisticated and rigidly constructed
conventional IVR methods/systems, the claimed invention constructs a personalized IVR
dialogue menu which is based on a caller access patter and/or configurable by the caller
(Application at page 6, line 21-page 7, line 3; page 9, lines 8-18; page 11, line 17-page 12, line

12

09/421,363
YO999349

5).

Clearly, these novel features are not taught or suggested by Wu. Indeed, as noted above, Wu merely discloses displaying the IVR menu on a computer so that a user can interact with the IVR via a computer. Nowhere does Wu teach or suggest <u>constructing a personalized IVR dialogue menu which is based on a caller access patter and/or configurable by the caller</u> as in the claimed invention.

Specifically, the Wu system is completely different from the claimed invention. For example, Wu teaches displaying a standard menu on a computer system and allowing a user to select a plurality of destinations that the user wishes to access. It does not teach or suggest the concept of allowing personalized menu to be displayed on the computer.

Further, Wu teaches a PC to display a standard IVR menu, and allowing a user to choose one or more destinations on the display. These choices are then converted into access paths to an IVR system. <u>There is no collection of access patterns</u> or other usage information related to each user. Hence, menu selection is not personalized as in the present invention.

In summary, Wu merely discloses displaying the IVR menu on the computer, not changing the IVR menu on the computer. Hanson teaches changing the IVR menu by giving the caller the choice of the most recent selection made by the caller or the regular menu. Thus, combining Wu and Hanson would not teach how to allow a user to define his/her own personalized menu. Further, combining Wu and Hanson would not teach the concept of displaying the personalized shortcut that is specified or defined by the caller himself/herself. Hanson only teaches the option of displaying the most recent selection made by the caller.

Therefore, Applicant submits that these references would not have been combined as alleged by the Examiner and even if combined, the combination would not teach or suggest each and every element of the claimed invention. Therefore, the Examiner is respectfully requested to withdraw this rejection.

13

09/421,363
YO999349

D.   The Csaszar Reference

The Examiner alleges that Hanson would have been combined with Csaszar to form the claimed invention. Applicant submits, however, that these references would not have been combined as alleged by the Examiner and even if combined, the combination would not teach or suggest each and every element of the claimed invention.

Csaszar discloses a database having information which the consumer desires to know, a database having attributes of the consumer, and a database of advertising messages that an IVR system can deliver to the consumer in response to calls placed to the IVR system (Csaszar at Abstract).

However, these references would not have been combined as alleged by the Examiner. Indeed, these references are directed to different matters. Moreover, the Examiner has failed to provide any motivation for combining the references as alleged by the Examiner.

Moreover, Csaszar, like Polcyn, Hanson and Wu, does not disclose wherein said personalized IVR dialogue menu is at least one of based on a caller access pattern and configurable by said caller" as recited in claims 1, 16 and 28. As noted above, unlike unsophisticated and rigidly constructed conventional IVR methods/systems, the claimed invention constructs a personalized IVR dialogue menu which is based on a caller access patter and/or configurable by the caller (Application at page 6, line 21-page 7, line 3; page 9, lines 8-18; page 11, line 17-page 12, line 5).

Clearly, these novel features are not taught or suggested by Csaszar. For example, as noted above, Csaszar merely discloses a database of advertising messages that an IVR system can deliver to the consumer in response to calls placed to the IVR system. Nowhere does Csaszar teach or suggest constructing a personalized IVR dialogue menu which is based on a caller access patter and/or configurable by the caller as in the claimed invention. Indeed, the Csaszar system is completely unrelated to the claimed invention.

In summary, since Hanson only teaches the use of most recent menu, the combination of Hanson and Csaszar does not teach claim 13. In other words, because the claimed personalized

14

09/421,363
YO999349

IVR is quite different from Hanson's so called personalized menu (as alleged by the Examiner), combining Hanson and Csaszar does not teach claim 13.

Therefore, Applicant submits that these references would not have been combined as alleged by the Examiner and even if combined, the combination would not teach or suggest each and every element of the claimed invention. Therefore, the Examiner is respectfully requested to withdraw this rejection.

E. The Wolf Reference

The Examiner alleges that Hanson would have been combined with Wolf to form the claimed invention. Applicant submits, however, that these references would not have been combined as alleged by the Examiner and even if combined, the combination would not teach or suggest each and every element of the claimed invention.

Wolf discloses a script based IVR system. In the Wolf system, when a menu is activated in response to an incoming call, the activated menu queues appropriate events with a script engine for playing a greeting to the telephone line (Wolf at Abstract).

However, these references would not have been combined as alleged by the Examiner. Indeed, these references are directed to different matters. Moreover, the Examiner has failed to provide any motivation for combining the references as alleged by the Examiner.

Moreover, Wolf, like Csaszar, Polcyn, Hanson and Wu, does not disclose <u>wherein said personalized IVR dialogue menu is at least one of based on a caller access pattern and configurable by said caller</u>" as recited in claims 1, 16 and 28. As noted above, unlike unsophisticated and rigidly constructed conventional IVR methods/systems, the claimed invention <u>constructs a personalized IVR dialogue menu which is based on a caller access patter and/or configurable by the caller</u> (Application at page 6, line 21-page 7, line 3; page 9, lines 8-18; page 11, line 17-page 12, line 5).

Clearly, these novel features are not taught or suggested by Wolf. For example, as noted above, Wolf merely discloses a system in which, when a menu is activated in response to an

15

09/421,363
YO999349

incoming call, the activated menu queues appropriate events with a script engine for playing a greeting to the telephone line. Nowhere does Wolf teach or suggest <u>constructing a personalized IVR dialogue menu which is based on a caller access patter and/or configurable by the caller</u> as in the claimed invention. Indeed, the Wolf system is completely unrelated to the claimed invention.

Therefore, Applicant submits that these references would not have been combined as alleged by the Examiner and even if combined, the combination would not teach or suggest each and every element of the claimed invention. Therefore, the Examiner is respectfully requested to withdraw this rejection.

F.   The Juster Reference

The Examiner alleges that Hanson would have been combined with Polycyn to form the claimed invention. Applicant submits, however, that these references would not have been combined as alleged by the Examiner and even if combined, the combination would not teach or suggest each and every element of the claimed invention.

Juster discloses a call processing system for providing a variety of messaging services. In the Juster system, call processing procedures can be changed or adapted to provide a new or different messaging service without rewriting large amounts of software or redesigning the messaging system (Juster at Abstract).

However, these references would not have been combined as alleged by the Examiner. Indeed, these references are directed to different matters. Moreover, the Examiner has failed to provide any motivation for combining the references as alleged by the Examiner.

Moreover, Juster, like Wolf, Csaszar, Polcyn, Hanson and Wu, does not disclose <u>wherein said personalized IVR dialogue menu is at least one of based on a caller access pattern and configurable by said caller"</u> as recited in claims 1, 16 and 28. As noted above, unlike unsophisticated and rigidly constructed conventional IVR methods/systems, the claimed invention <u>constructs a personalized IVR dialogue menu which is based on a caller access patter</u>

.16

09/421,363
YO999349

and/or configurable by the caller (Application at page 6, line 21-page 7, line 3; page 9, lines 8-18; page 11, line 17-page 12, line 5).

Clearly, these novel features are not taught or suggested by Juster. For example, as noted above, Juster merely a system in which call processing procedures can be changed or adapted to provide a new or different messaging service without rewriting large amounts of software or redesigning the messaging system. Nowhere does Juster teach or suggest constructing a personalized IVR dialogue menu which is based on a caller access patter and/or configurable by the caller as in the claimed invention. Indeed, the Juster system is completely unrelated to the claimed invention.

Therefore, Applicant submits that these references would not have been combined as alleged by the Examiner and even if combined, the combination would not teach or suggest each and every element of the claimed invention. Therefore, the Examiner is respectfully requested to withdraw this rejection.

III.   FORMAL MATTERS AND CONCLUSION

In view of the foregoing, Applicant submits that claims 1-32, all the claims presently pending in the application, are patentably distinct over the prior art of record and are in condition for allowance. The Examiner is respectfully requested to pass the above application to issue at the earliest possible time.

Should the Examiner find the application to be other than in condition for allowance, the Examiner is requested to contact the undersigned at the local telephone number listed below to discuss any other changes deemed necessary in a telephonic or personal interview.

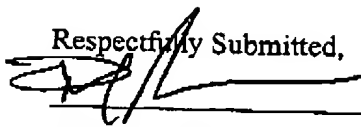The Commissioner is hereby authorized to charge any deficiency in fees or to credit any

09/421,363
YO999349

17

overpayment in fees to Assignee's Deposit Account No. 50-0510.
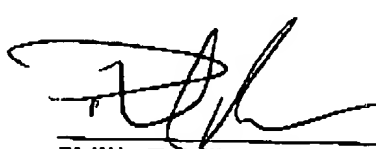
Date: 11/29/02

Respectfully Submitted,

Phillip E. Miller, Esq.
Reg. No. 46,060

McGinn & Gibb, PLLC
8321 Old Courthouse Rd. Suite 200
Vienna, VA 22182-3817
(703) 761-4100
Customer No. 21254

CERTIFICATE OF FACSIMILE TRANSMISSION

I hereby certify that the foregoing Response was filed by facsimile with the United States Patent and Trademark Office, Examiner Olisa Anwah, Group Art Unit # 2645 at fax number (703) 872-9314 this 29th day of November, 2002.

Phillip E. Miller, Esq.
Reg. No. 46,060

09/421,363
YO999349

18

VERSION WITH MARKINGS TO SHOW CHANGES MADE

IN THE CLAIMS:

The claims were amended as follows:

1.   (Amended) A method for personalizing an interactive voice response (IVR) system to reduce a number of key sequences to reach a desired source of information, comprising:

storing a caller profile; and

retrieving the caller [caller's] profile to construct a personalized IVR dialogue menu and play out the personalized menu,

wherein said personalized IVR dialogue menu is at least one of based on a caller access pattern and configurable by said caller.

16.   (Amended) A system for personalizing an interactive voice response (IVR) system to reduce a number of key sequences to reach a desired source of information, comprising:

a storage device for storing a caller profile; and

a retrieval unit for retrieving the caller [caller's] profile to construct a personalized IVR dialogue menu and play-out the personalized menu,

wherein said personalized IVR dialogue menu is at least one of based on a caller access pattern and configurable by said caller.

17.   (Amended) The system according to claim 16, wherein said retrieval unit retrieves said caller [caller's] profile upon said system receiving a telephone [phone] call from said caller.

25.   (Amended) The system according to claim 16 [24], wherein said retrieval unit further includes:

a personalized menu processor module for constructing said shortcut for the personalized

19

09/421,363
YO999349

menus specified by said caller,

wherein specification is selectively performed over one of a telephone interaction and a world-wide network, and

once specified y said caller, the personalized menu is represented by one of a list of direct dialogue paths to desired information and a hierarchical dialogue menu.

28.   (Twice Amended) A signal-bearing medium tangibly embodying a program of machine-readable instructions executable by a digital processing apparatus to perform a method for personalizing an interactive voice response (IVR) system to reduce a number of key sequences to reach a desired source of information, said method comprising:

storing a caller profile; and

retrieving the caller [caller's] profile to construct a personalized IVR dialogue menu and play out the personalized menu,

wherein said personalized IVR dialogue menu is at least one of based on a caller access pattern and configurable by said caller.